

On the way to PlanetProof is an independent sustainability label for arable crops, fruits, vegetables, ornamentals, eggs, and dairy products.

51% OF DUTCH CONSUMERS ARE FAMILIAR WITH ON THE WAY TO PLANETPROOF

How does the consumer value On the way to PlanetProof?

63% good cause | **62%** reliable



ANIMAL PRODUCTS

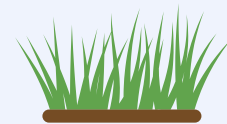


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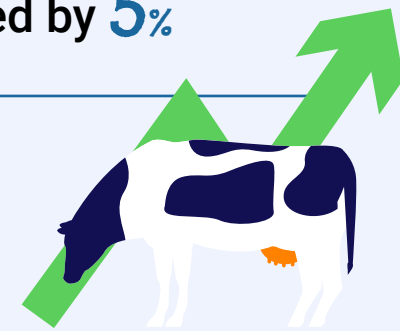
dairy farmers are taking measures to **reduce nitrogen emissions**



Over **30%** of fresh dairy in Dutch supermarkets is certified On the way to PlanetProof



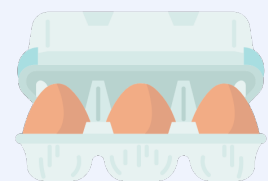
On average, **permanent grassland** has increased by **5%**



On the way to PlanetProof aims for a closed and circular farm system; **67%** of the feed is produced at the farm

On the way to PlanetProof encourages companies to score above average on cow welfare

Over the past 3 years, the **average lifespan** of On the way to PlanetProof cows has increased by 3 months



10% reduction of greenhouse gas emissions (milk)

6% of all Dutch poultry farmers are certified. They reduce environmental impact and increase animal welfare



5,000

hectares herbaceous grassland

49,980

hectares of land for dairy cattle that is managed more sustainably

ACCOMPLISHED IN 5 YEARS



PLANT PRODUCTS

Growth from 190 to **2,108** growers

57,416

hectares production of plant products

Over **60%**

of the production of fruits and vegetables in NL is **On the way to PlanetProof**



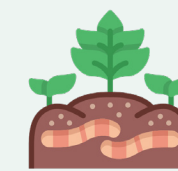
All certificate holders are taking various measures to increase **biodiversity**:

693 growers have a grass or grain border that is not mown



604 growers have a herbal or flower border

>5,000 shelters and nesting places for birds, insects, and other small animals



97%

of all certificate holders with soil-based cultivation realise a positive organic matter balance



25%

of the irrigation water is collected rainwater



All growers work with an action plan for Integrated Pest Management

100%

of all certificate holders in protected cultivation calculate and reduce greenhouse gas emissions